



Massage Therapy Treatment Manual

FEATURING BIOFREEZE® AND PROSSAGE®





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Introduction

Disclaimers and Contraindications

The Massage Therapy Treatment Manual was created to offer ideas for safe effective massage treatments using Biofreeze Pain Reliever and Prossage Heat. The following treatments were designed by professional massage therapists with experience using Biofreeze and Prossage products in sports and pain relieving practices. The information in this manual will help the experienced massage practitioner or other qualified hands on professional to properly use these products in the treatment of clients and patients.

Disclaimer: These treatments are intended to be used by healthcare and massage professionals only. They are intended to be used as a guide and should not replace the advice of a medical doctor or healthcare provider. Please check with the client's healthcare provider when in doubt before using any of these treatments and/or Biofreeze or Prossage products.

Contraindications:

There are various opinions regarding contraindications for massage therapy. For this treatment manual, we listed both treatment and product contraindications and warnings. When in doubt, always check with the healthcare provider or physician of your client.

Massage Treatment Contraindications:

- Never put direct pressure on the spine.
- Do not massage areas that are infected or have a rash.
- Do not massage in and around open sores.
- Do not massage fractures.
- Do not massage clients with high fevers or uncontrolled high blood pressure.
- Many of the treatments in this manual would not be recommended if an acute stage of injury were present.
- Do not use deep massage with clients that are frail or have osteoporosis.
- Do not apply direct massage on varicose veins, recent scar tissue, bruises, or tumors.
- If client is pregnant or breastfeeding, consult their healthcare provider before using Biofreeze products.
- Biofreeze and Prossage products are not to be used around the face, eyes or any open wounds or sores, and should not be used in the genital areas.
- If any treatment causes client discomfort, discontinue treatment.

Biofreeze Gel



Prossage Heat



Product Warnings and Contraindications:

- Always consult the product labeling for warnings before use.
- If client has sensitive skin, consult a physician.
- Consult physician before using Biofreeze Gel or Roll-On on children under two years of age.
- Consult physician before using Biofreeze Spray on children under twelve years of age.
- Do not use Biofreeze and Prossage products during the same application on frail or sensitive skin types.
- Keep product away from excessive heat or flame.
- Avoid contact with the face, eyes or mucous membranes.
- Do not apply to wounds or damaged skin.
- Do not use Biofreeze products with other ointments, creams, sprays or liniments.
- Wipe off excess oil before applying Biofreeze.
- Do not apply to irritated skin or if excessive irritation develops.
- Do not bandage.
- Store product in a cool dry place with lid/cap closed tightly.
- Wash hands with cool water after use.
- Do not use with heating pad or device.
- Consult a physician before using Biofreeze products on a woman who is pregnant or breastfeeding.
- Keep out of reach of children and if accidentally ingested, get medical help or contact the Poison Control Center immediately.

Introduction

How Biofreeze Pain Reliever Works

Clinically Proven Cryotherapy Made Convenient

It has long been established that cold therapy, or “cryotherapy,” decreases pain. Biofreeze Pain Reliever is a topical analgesic that delivers the therapeutic benefits of cryotherapy in an effective, convenient-to-use formula. Clinical evidence attests to the effectiveness of Biofreeze Pain Reliever and accounts for its standing as the No. 1 clinically used and recommended topical analgesic.

Biofreeze Pain Reliever is effective cold therapy pain relief for:

- Arthritis
- Sore muscles
- Muscle sprains and strains
- Back, shoulder and neck pain
- Painful ankle, knee, hip and elbow joints

Like Ice, Only Better

Ice is the time honored means of effectively delivering cryotherapy, but it does have disadvantages. It can cause muscle stiffness, skin irritation, temporary pain and numbness, and the need to remain stationary. Biofreeze Pain Reliever has been shown to be as effective as ice without these disadvantages.¹

- USP-grade menthol as active ingredient
- Simple and safe to apply during therapy, at home, or on-the-go
- Effective, penetrating pain relief
- Greaseless
- Vanishing scent
- Five convenient application formats

In one study, patients with bilateral neck pain preferred Biofreeze over ice 8-to-1. Nine out of 10 patients felt Biofreeze Pain Reliever was twice as effective and that relief lasted longer, compared to ice.²

16 oz. Clinical Size



32 oz. Clinical Size



1 gal. Clinical Size



Biofreeze Pain Reliever provides short-term pain relief that facilitates ease of movement, which can promote faster, long-term healing and recovery.

Use Biofreeze Pain Reliever:

- To control client’s pain during therapy
- To treat pain at home or on-the-go
- Before exercise and/or therapy to promote pain-free movement³
- After activity to sooth sore muscles and joints

Mechanism of Action

Traditional thinking is that the pain-relieving mechanism of action of menthol, the active ingredient in Biofreeze Pain Reliever, results from a counter-irritant effect. A counter-irritant overrides noxious pain signals traveling to the brain through a process modulated between pain-transmitting and non-pain transmitting neurons. This process, known as “gate control,” or “gating,” was first described by Melzack and Wall.⁴

- 1.) [Topp et al.](#) Effects of menthol on skeletal muscle blood flow.
- 2.) [Bishop B., Greenstein J., Topp R.](#) Effects of Biofreeze vs. ice on acute, non-complicated neck pain.
- 3.) [Sarabon N.](#) Reports on the first observations of Biofreeze topical analgesic in Slovenian professional sports practice.
- 4.) [Melzack R., Wall PD.](#) Pain mechanisms: a new theory. Science. 1965 Nov. 19; 150 (699):9

Introduction

What is Gate Control?

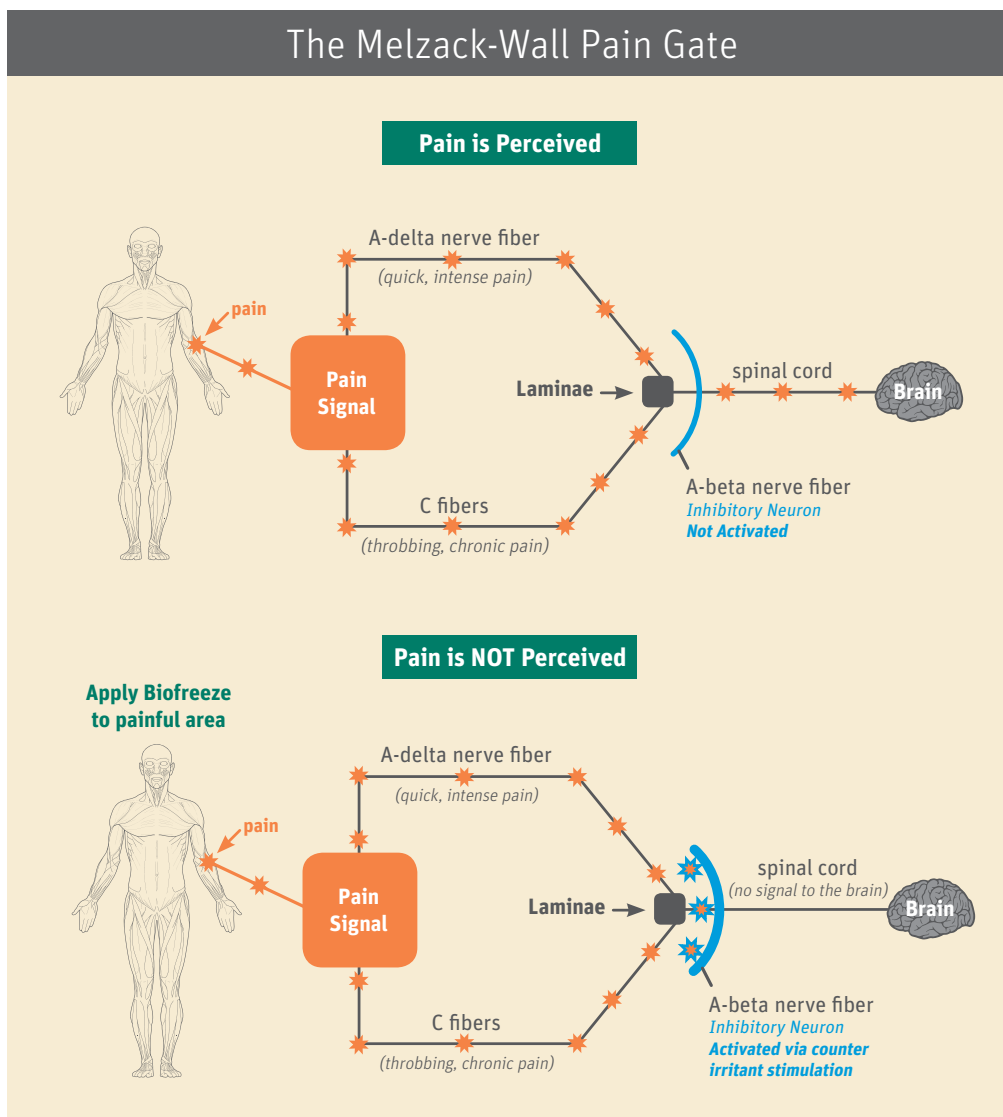
The Gate Control theory is based on the understanding that pain is transmitted by two kinds of afferent nerve fibers.

1. A larger myelinated A-delta fiber, which carries quick, intense-pain messages.
2. A smaller, unmyelinated “C” fiber, which transmits throbbing, chronic pain.

A third type of nerve fiber, called A-beta, is “nonnociceptive,” meaning it does not transmit pain stimuli. The gate control theory asserts that signals transmitted by the A-delta and C pain fibers can be thwarted by the activation / stimulation of the nonnociceptive A-beta fibers and inhibit an individual’s perception of pain.

The Melzack-Wall Pain Gate

The brain’s perception of pain depends on the interaction—within the laminae of the spinal cord—of C and A-delta nerve fibers (pain-transmitting) with A-beta nerve fibers (non-pain transmitting). Stimulating the A-beta nerve fibers ultimately activates the inhibitory interneuron and “closes the gate” to pain.



Basic Uses and Recommendations for Biofreeze Pain Reliever

Pre Treatment Use:

Gel: Apply Biofreeze topical analgesic to the trigger points and tender areas to help reduce pain. This makes it easier and less painful for the client during the treatment. The therapist is able to work the tender area approximately five minutes after the application.

Max Strength Wipe: Apply to tender areas to help reduce pain, use on the feet to clean and refresh prior to massage. The wipe is maximum strength so remember to wash your hands.

During Treatment Use:

Gel: Apply to joints and muscles after bodywork or before stretching and range of motion work. Give tube to client with an up charge.

Roll-On: Use during a massage treatment around the sub occipital area and posterior cervical muscles. Apply to pressure points in the sub occipitals. Use long strokes with pressure applied to the cervical muscles. The roll-on is given to the client for home use and an up charge is worked into the treatment. Never use the same roll-on with multiple clients because of hygiene issues.

Spray: Great for any range of motion or joint care work. Apply spray to cervical and trapezius areas and then apply a gentle stretch to increase client's range of motion. Also great to refresh the feet at the end of any treatment.

Max Strength Wipe: Use for compressions over any treatment area, especially good for use on the feet and other areas that requires maximum pain relief. Also great to refresh the feet at the end of any treatment.

Post Treatment Use:

Gel: Works great at the end of massage treatment for a fresh cooling effect that helps to reduce pain. The Biofreeze T-Zone Massage: Apply Biofreeze Gel to the trapezius area and cervical region at the end of the treatment using a T stroke. The T stands for tension! Excellent after any tender trigger point work, perfect for sports injuries.

Spray: Superb at the end of a massage on the feet to revitalize the client.

Client Home Use:

Gel, gel with hands-free applicator, spray, roll-on, and wipes are all available in retail sizes for at home use. Simply apply to painful and tired muscles. Works well for low back and arthritic pain; excellent for minor aches and pains.

Gel: Create a more thorough experience by massaging Biofreeze Gel into the affected area. The reinforcement of touch has been shown to be important in the healing cycle.

Roll-On: Great for neck and shoulder pain, especially on the road. Roll-on applicator gives pressure point therapy with a pain relieving gel.

Spray: Designed for those hard-to-reach areas such as feet, legs, neck, shoulders, and back.

Max Strength Wipe: Apply to the feet to stimulate and refresh; use on hands to help relieve overworked keyboarding fingers, wrists, hands, and forearms. It can also be used on the neck. Keep one in your pocket for use on-the-go.

Gel Tube with Hands-Free Applicator: Gel tube with removable applicator allows your clients to apply hands-free or hands-on. The delicate sponge applicator is perfect for even application on bony joints like the ankle, knee, and hand.

Gel



Roll-On



Spray



Gel Tube with Hands-Free Applicator



Introduction

Basic Uses for Prossage Heat

Prossage Heat was developed by a massage therapist to properly assist in performing deep tissue work in a targeted area. This solution is the perfect medium for soft tissue therapy including myofascial work, trigger point therapy, or sports massage.

Simply put a few drops in the palm of your hand, then vigorously rub your hands together. Rub onto the targeted area. You will notice immediate warmth to the area. As you start the treatment, the additional blood flow allows you to properly spread the fascia. Now you can go deeper, quicker, and more efficiently perform a very effective treatment.

Prossage is developed with the proper viscosity that allows you friction plus proper glide to delve through their treatment without worrying about sliding off the area or causing too much pain to the client.

Following the Prossage treatment, apply Biofreeze to help take the soreness away. Clients will love the complete treatment and tell others about it.

Prossage Heat



Technique Definitions



BROADENING STROKES:
The application of palm strokes from the centerline of an extremity laterally outward.



EFFLEURAGE:
The application of gliding strokes that follow the contour of the body.



COMPRESSION:
A rhythmic pumping action movement on muscle straight in and out intended to spread muscle fiber.



FEATHERING:
A light touch effleurage using the fingertips.



COMPRESSIVE EFFLEURAGE:
The application of gliding strokes with enough pressure to create a displacement of tissue for the purpose of moving fluid.



FLATS OF HANDS:
Applying gliding strokes with the backs of your fingers while using loose fists.



CROSS FIBER FRICTION:
The application of compressive movements on muscles with the angle 90° to the fibers of the muscle.



FRICTION:
The application of compression of tissue while adding movement.



DIRECT PRESSURE:
The application of compression of tissue with static pressure.



HOOKING FASCIA:
In order to move fascia back to normal positions throughout the body, you must minimize movement over the skin, known as compressive effleurage, and instead enter deep fascial layers at a 45° angle.

Introduction

Technique Definitions (Continued)



MYOFASCIAL RELEASE:

A safe and very effective hands-on technique that involves applying gentle sustained pressure into the myofascial connective tissue restrictions to eliminate pain and restore motion.



TAPOTEMENT OR PERCUSSION:

The application of alternating, rhythmical striking movements to the body.



PALMER FRICTION:

Rapid movements, using the practitioner's palm back and forth across the skin, to create a superficial warming effect on the tissues. It is recommended to apply Prossage, using palmer friction, to generate warmth for more effective myofascial release.



TRIGGER POINT OR TRIGGER SITES:

This is described as hyperirritable spots on skeletal muscle that are associated with palpable nodules in taut bands of muscle fibers. Practitioners claim to have identified reliable referred pain patterns, allowing practitioners to associate pain in one location with trigger points elsewhere.



PETRISSAGE:

The application of lifting, squeezing and kneading strokes to tissues of the body.



SKIN ROLLING:

A myofascial technique in which the skin is gently lifted away from the body and rolled between the therapists fingers.



STRIPPING STROKES:

The application of specific gliding strokes over a muscle, usually from distal to proximal.

Massage Therapy Treatments

●● Pain Relieving Series using Biofreeze and Prossage

Tension Zone

Treatment Time: 5 Minutes

The Biofreeze Tension Zone is a great addition to any massage or body treatment. T stands for Tension and we all have some tension in the T-Zone. Special focus will be given to this area, which includes the neck, trapezius, and thoracic muscles where stress and tension build up. This treatment is designed to release tension and leave muscles feeling invigorated and stimulated. Biofreeze Gel is a pain relieving gel that will be applied to the neck and shoulder muscles leaving a fresh cooling effect that helps reduce pain.

Contraindications:

- Sunburn
- Skin rashes
- Open sores

Products Used in Treatment:

- Biofreeze Gel

Treatment Protocol:

At the end of any massage and bodywork treatment, Biofreeze Pain Relieving Gel is applied to the trapezius, cervical and thoracic muscles also called “The Tension Zone.” This leaves clients feeling cool and revitalized from your session.

Special Notes:

Great time to recommend Biofreeze Pain Reliever to client for home care use.



Massage Therapy Treatments

●● Pain Relieving Series using Biofreeze and Prossage

Stress Melter Pain Relieving Massage

The Stress Melter Pain Relieving Massage is a concentrated massage using a variety of techniques to release tension in the neck, shoulders and back. This massage focuses on specific areas of tight painful muscles and joints, using various massage strokes to relieve tension and pain. This treatment is also designed to leave muscles feeling invigorated and stimulated. Biofreeze is a pain relieving gel that when applied to the neck, shoulder, and low back muscles will leave a fresh cooling effect to help reduce pain. The Stress Melter Pain Relieving Massage will relieve stress, reduce muscle spasm, increase circulation, and improve range of motion while giving the client an overall feeling of invigoration.

Contraindications:

- Sunburn
- Open sores
- Fever or infections
- Skin rashes or conditions
- Severe high blood pressure

Products Used in Treatment:

- Massage Oil
- Biofreeze Gel
- Prossage Oil

Treatment Protocol:

1. Begin with the client in the supine position.
2. Add a few drops of Prossage Oil to the palm of your hand. Rub palms together briskly to activate. Use only a few drops for this treatment to prevent the hands from slipping over the tissue.
3. Move to the client's neck. Apply bilateral effleurage beginning at the sternal notch and use the hands simultaneously. Continue from the sternum over the shoulder and along the traps to the occipital ridge. Repeat at least three times.
4. Turn clients head to one side and apply effleurage to the side of the neck starting at the mastoid process, continue the movement across the shoulder and around the deltoid muscle and back to the base of the neck. Do this at least three times. Repeat using petrissage and friction strokes.
5. Apply passive joint movement by rolling the head forward, supporting the head side-to-side and pushing the opposite shoulder. Stretch slowly then apply passive rotation to the neck.
6. Next, apply slight traction to the cervical spine by hooking the fingers under the occiput and pulling.
7. Finish by applying alternating pressure to the shoulder toward the foot of the table and rocking gently to stretch the shoulders.
8. Turn the client to the prone position (face down).
9. Start with a light touch at the base of the neck with one hand and place other hand at the base of the spine.
10. Apply massage oil to the client's back using effleurage strokes, starting at the head and going to the sacrum stroking the entire back. Continue massaging the back using petrissage and compression strokes.

Treatment Time: 30-60 Minutes

Step 2



Step 3



Step 4



Step 9



11. Petrissage the trapezius, then the entire side of the back that is opposite to you. Repeat this at least three times. Move to the other side of the table and repeat on the opposite side at least three times.
12. Apply 2-3 more drops of Prossage Heat and rub hands together briskly to activate the warming effects.
13. Use deep gliding stripping movements with braced thumbs on the back. You can also use the elbow and forearm to do deep gliding when working on the back.
14. Move to the shoulders and perform direct pressure and friction to the trapezius and rhomboid areas.
15. Perform trigger point work in the rotator cuff areas as needed at this time.
16. Then work the cervical muscles face down using effleurage and petrissage strokes.
17. Next focus on the sub-occipital ridge using circular friction back and forward on the ridge and above and below the ridge.
18. Move to the head and massage the scalp with friction strokes.
19. Gently wipe any residual oil or Prossage from the area.
20. Biofreeze Gel is then applied to the trapezius, cervical and thoracic muscles of the T-Zone, leaving muscles feeling cool and revitalized.

Special Notes:

Never use Prossage Heat as full body oil. Treatment can be extended to a full therapeutic massage if a hand and foot, face and leg massage is added. If a retail size of Biofreeze is used in this treatment, add it into the treatment cost and give it to the client to take home. This massage protocol is meant to serve as a guide. The actual timing and techniques will vary with your clients needs.

Technique Definitions:

COMPRESSION: A rhythmic pumping action movement on muscle straight in and out intended to spread muscle fiber.

COMPRESSIVE EFFLEURAGE: The application of gliding strokes with enough pressure to create a displacement of tissue for the purpose of moving fluid.

DIRECT PRESSURE: The application of compression of tissue with static pressure.

EFFLEURAGE: The application of gliding strokes that follow the contour of the body.

FRICTION: The application of compression of tissue while adding movement.

PETRISSAGE: The application of lifting, squeezing and kneading strokes to tissues of the body.

STRIPPING STROKES: The application of specific gliding strokes over a muscle, usually from distal to proximal.

Treatment designed by Lynda Solien-Wolfe and Michael McGillicuddy

Step 11



Step 13



Step 15



Step 20



Massage Therapy Treatments

●● Pain Relieving Series using Biofreeze and Prossage

Forearm, Wrist and Hand Treatment

The ultimate goal in this user friendly protocol is to restore normal muscle resting lengths to opposing muscle groups of the forearm, wrist, and hand. The enhanced benefit is achieving that goal in a pain free fashion, by using a product that enhances soft tissue release at the highest level possible. Soft tissue balance will eliminate the majority of the causes of tendon and joint pain in the forearm, wrist and hand.

Contraindications:

- Skin rashes or conditions
- Infections
- Recent surgeries
- Open sores
- Fractures of the area

Products Used in Treatment:

- Prossage Oil
- Biofreeze Spray or Gel

Treatment Protocol

1. The client is in supine position, with the forearm up to work on the short, tight flexors of the forearm, wrist, and hand first. These muscles are usually short and tight due to normal day-to-day activities. By working on the flexors and pronators first, you can relax the antagonists, which are the extensors and supinator of the forearm for greater benefits in manual therapy.
2. To enhance the benefits of myofascial release to the forearm muscles add a few drops of Prossage Oil to the palm of your hand. Enhance the warming effect by rubbing the hands together with rapid palmer friction for about 2-3 seconds. This will minimize glide to hook the deep investing fascia.
3. Start with deep pain free myofascial spreading, working the forearm flexors from origin to insertion (elbow to hand) at 45° angles, to create normal muscle resting length.
4. Due to the incredible viscosity of Prossage, you can expand the retinaculum, giving the tendons, nerves, and blood vessels more space in the carpal tunnel of the wrist.
5. Continue to hook the deep investing fascia as you open the hand and move the bones of the hand to work the deep soft tissue layers from the inside out.
6. Traction the wrist to decompress the carpal bones.
7. Do deep myofascial spreading to release the fascial layers of the strong muscle groups that attach to the thumb. You may want to apply another drop or two of Prossage to the hand at this point.
8. Slide distal on each finger applying slight traction to decompress each joint.
9. Have the client extend their wrist and hand, and assist in stretching the muscles of the forearm and hand. These muscles are short and tight due to prolonged activity, such as working on computers. This stretch will also relax the extensors of the arm which are usually weak antagonists of the tight flexors.

Treatment Time: 15-30 Minutes

Step 2



Step 2



Step 3



Step 6



10. Work with deep gliding strokes from the medial epicondyle to the attachment on the radial bone to restore length.
11. Have the client turn the palm up (supinate) as you assist stretching the pronator muscles. This will also relax the usually weak and inhibited supinator muscles.
12. Apply more Prossage Heat as needed. Enhance the warming effects by rubbing your hands together with rapid palmer friction for about 2-3 seconds and apply to the extensor muscles of the arm.
13. Work the extensors with slow deep myofascial spreading, moving from the wrist to the elbow to further relax the extensors. Remember your goal is to lengthen the forearm flexors and relax the antagonistic extensor.
14. When you bring opposing muscle groups back to their normal muscle resting lengths (lengthen short muscles and relax weak, inhibited, or overstretched antagonists) you will eliminate the majority of the myofascial and neuromuscular pain patterns. You will also eliminate the majority of tendon pain problems.
15. Finish this treatment by using Biofreeze Pain Reliever in the areas that you worked to help reduce any residual pain.

Special Notes:

This could be a stand-alone treatment or added to another treatment.

Technique Definitions:

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FRICTION: The application of compression of tissue while adding movement.

PETRISSAGE: The application of lifting, squeezing and kneading strokes to tissues of the body.

STRIPPING STROKES: The application of specific gliding strokes over a muscle, usually from distal to proximal.

Treatment designed by James Waslaski

Step 7



Step 8



Step 11



Step 13



Massage Therapy Treatments

●● Pain Relieving Series using Biofreeze and Prossage

Contrast Deep Tissue Back Massage

The Prossage Deep Tissue Back Massage is designed to relieve tension, stress and discomfort in the skin and muscles of the back. Prossage Heat is used as an area specific warming oil formulated specifically for deep tissue work, myofascial release, and trigger point therapy. This massage is designed for those individuals who request a deeper massage and is ideal for those that suffer from chronic pain. Biofreeze Pain Reliever is applied to the localized area of tenderness and pain at the end of this treatment, leaving the client with a fresh cooling effect that helps reduce pain.

Treatment Benefits:

- Relieve stress
- Reduce discomfort and pain
- Improve range of motion
- Reduce muscle spasm
- Increase circulation
- Create invigorating feeling

Contraindications:

- Sunburn
- Open sores
- Fever or infections
- Herniated disks
- Skin rashes
- Fractures of the spine
- Osteoporosis

Products Used in Treatment:

- Massage Oil
- Biofreeze Gel
- Prossage Oil

Treatment Protocol:

1. Add a few drops of Prossage to the palm of your hand. Rub palms of together briskly to distribute the product over your palms.
2. With the client laying in the prone position on the massage table, apply hands to upper traps of both shoulders anchoring the tissue with pressure and glide hands down the para-spinal muscles to the sacrum. Repeat two more times.
3. Switch to flats of hands (backs of fingers) and move down the para-spinal muscles from upper traps to the sacrum. Repeat two more times.
4. Apply palm stroke glides down para-spinal muscles and out the iliac crest. Repeat two more times.
5. Using the fleshy part of your elbows, vertically start by pressuring the traps in on top of the shoulders.
6. Then, lifting the traps backwards down the back, turn your elbows horizontally after passing the scapula and continue down the back to the iliac crest. Repeat three times. Be careful to stay off the spinous process while using your elbow.
7. Starting at the shoulders, perform skin rolling on both sides of the spine to sacrum, then skin roll each side toward the sacrum. Repeat on the opposite side.

Treatment Time: 30 Minutes

Step 1



Step 2



Step 3



Step 4



8. Apply direct pressure for 8-12 seconds one thumb width apart along the side of the spine from the sacrum to the shoulder, and then out to the shoulders. Repeat, moving laterally each time for a total of three times.
9. With both hands, apply petrissage to neck and shoulders.
10. Apply circular friction with both thumbs starting at the mastoid process. Work toward the midline of the head. Repeat two more times.
11. Apply direct pressure for 8-12 seconds along the para spinal muscles of the posterior neck.
12. End with effleurage stroke from the neck to the sacrum and back up ending at the shoulders.
13. Wipe off any excess oil, then apply Biofreeze Gel to the localized area of tenderness.
14. End with cross body stretch holding at the hip and opposite shoulder. Hold 8-12 seconds, repeat on opposite side and end with effleurage strokes.
15. Apply Biofreeze Gel to the localized area of tenderness.

Special Notes:

This treatment can be used in conjunction with other treatments for a full-body routine.

Technique Definitions:

COMPRESSION: A rhythmic pumping action movement on muscle straight in and out intended to spread muscle fiber.

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DIRECT PRESSURE: The application of compression of tissue with static pressure.

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STRIPPING STROKES: The application of specific gliding strokes over a muscle, usually from distal to proximal.

Treatment designed by Lynda Solien-Wolfe

Step 5



Step 6



Step 7



Step 8



Massage Therapy Treatments

●● Pain Relieving Series using Biofreeze and Proassage

Cervical Contrast Treatment

The Cervical Contrast Treatment is designed to reduce pain in the neck and shoulders by using both Biofreeze and Proassage products. Massage strokes and pressure will depend on the condition of the client.

Treatment Benefits:

- Relieve stress
- Reduce discomfort and pain
- Improve range of motion
- Reduce muscle spasm
- Increase circulation
- Create invigorating feeling

Contraindications:

- Sunburn
- Open sores
- Fever or infections
- Skin rashes
- Fractures of the spine
- Osteoporosis

Products Used in Treatment:

- Massage Oil
- Biofreeze Gel
- Proassage Oil

Treatment Protocol:

1. With the client seated on the side of the massage table, assess their active cervical range of motion and have them indicate the area of most discomfort. Place the client in the supine position on the massage table. The treatment should focus on the area(s) of most discomfort. By having the client move through all cervical ranges of motion, before you begin treatment, you help them relate to any soreness or restriction of range of motion. Have them repeat the cervical range of motion after treatment so they can feel the effectiveness of the treatment.
2. Add a few drops of Proassage to the palm of your hand. Rub palms together briskly. Only use a few drops to prevent the hands from slipping over the tissue.
3. The first stroke is a myofascial stroke to gently stretch the skin of the upper back and posterior cervical area. Slide both hands down the client's mid thoracic area on either side of the paraspinals and bring up slowly. Repeat three times.
4. Feathering techniques are performed by applying pressure with finger tips at the spinous process of C7 and moving outward to the transverse process of the posterior cervical vertebrae. Start at C7 and work up to the suboccipital area. Repeat three times.
5. Stripping strokes are applied from the sub occipital area along the lamina groove to C7 on each side of the spinous processes. As you perform the stripping strokes, you can stop at any point where a tender spot is located and hold for 8-12 seconds. With direct pressure, tenderness should change from sharp to dull as you hold the tender spot. Apply stripping strokes from occipital ridge down the cervical spine to C7. Repeat three times.
6. Apply direct thumb pressure to paraspinals in lamina groove. This technique is done to treat the specific areas of tenderness. Hold for 8-12 seconds. Repeat three times.
7. This stroke is called the A/O release. The therapists place their fingers just below the occipital bone to soften the tissue between the atlas and occiput. If this causes client pain, skip this technique.

Treatment Time: 15-30 Minutes

Step 3



Step 5



Step 6



Step 7



8. Direct pressure is then applied from the mastoid process along the occipital bone on each side of the head. Again, with any location of tender points direct pressure can be held for 8-12 seconds. Repeat three times.
9. Gently grab the soft tissue and squeeze in a downward direction toward the table. Start at C7 and work your way up the cervical area. Hold a few seconds at each spot. Squeeze ligamentum nuchae and pull down toward the table until the tissues soften. Instinctively most people know when they have a headache to squeeze the back of the neck. This technique is a way for the therapist to mimic that action.
10. After applying Prossage and massaging the posterior cervical muscles, it is important to remove any excess Prossage Oil before Biofreeze Gel is applied. The purpose of the Biofreeze application post massage is to reduce any remaining tenderness.
11. Apply cervical flexion until you feel any resistance. Hold for two seconds and repeat the motion three times.
12. Apply lateral cervical flexion until you feel any resistance. Hold for two seconds and repeat the motion three times.
13. Apply rotation movement until you feel any resistance. Hold for two seconds and repeat the motion three times.
14. Apply flexion at a 45° angle with the head rotated 90° until you feel any resistance. Hold for two seconds and repeat the motion three times.
15. Apply Biofreeze Gel to the trapezius, cervical and thoracic muscles, the “T-Zone”, at the end of this treatment. Biofreeze topical analgesic will leave muscles feeling cool and revitalized.

Special Notes:

Great time to recommend Biofreeze products for at home use.

Technique Definitions:

COMPRESSION: A rhythmic pumping action movement on muscle straight in and out intended to spread muscle fiber.

COMPRESSIVE EFFLEURAGE: The application of gliding strokes with enough pressure to create a displacement of tissue for the purpose of moving fluid.

DIRECT PRESSURE: The application of compression of tissue with static pressure.

EFFLEURAGE: The application of gliding strokes that follow the contour of the body.

FRICTION: The application of compression of tissue while adding movement.

PETRISSAGE: The application of lifting, squeezing and kneading strokes to tissues of the body.

STRIPPING STROKES: The application of specific gliding strokes over a muscle, usually from distal to proximal.

Treatment designed by Mike McGillicuddy

Step 13



Step 15



Massage Therapy Treatments

●● Refresher Series using Biofreeze and Proassage

Intro to Refresher Series

Many spas and massage clinics have begun offering topical cooling and heating treatments on their menus. These treatments include the application of gels and oils that contain ingredients such as menthol, among others. The primary purpose of these treatments is pain relief for clients.

The Refresher Series treatments described here is designed to relieve tension, stress and discomfort in the muscles of the back, feet, hands and arms. It is on the treatment menu at several top spas and massage establishments. These treatments are designed for individuals who request a deeper massage and they are recommended for those who suffer from chronic pain. The following refresher treatments use hot towels as part of the treatment. For safety, please see the instructions for using hot towels in treatments prior to using them on a client.

Contraindications for Heat:

When applying any type of heat to the body, a number of considerations need to be addressed. With hot towels, wait a few seconds before application to reduce the temperature to a tolerable level quickly. Be aware that some medications may make a person more sensitive to heat.

Avoid applying heat to:

- Areas that have surgical hardware such as metal plates, pins or screws
- Areas that have implants such as pacemakers
- Sensitive skin
- Burns or sunburns
- Rashes or skin conditions
- Areas of edema or swelling

Be sure to conduct a complete health history before any treatment begins. If a client says that the towel is too hot, quickly remove it, wait a few more seconds until the temperature is tolerable, and reapply.

Instructions for using hot towels in treatment

1. Hot towels are rolled moistened, wrung out and then placed in the hot towel cabi prior to heating.
2. Remove the towel from the hot towel warmer.
3. Shake the towel to unfold.
4. Check the temperature on your inner arm.
5. Alert the client you'll be applying the hot towel.
6. Place the towel on treatment area.
7. Apply compression with your hands on the treatment area. Repeat the compression sequence three times.

Step 1



Step 2



Step 4



Step 7



Massage Therapy Treatments

●● Refresher Series using Biofreeze and Prossage

Sole Refresher

The Sole Refresher is solely about overworked and tired feet and legs. Your client's feet and legs will be treated to warm towels and a warming foot and leg massage using Prossage Heat. An application of Biofreeze Pain Relieving Gel completes the service and leaves the feet and legs with a fresh, cool feeling that helps reduce pain and soreness. The Sole Refresher leaves feet and mind in a blissful state.

Contraindications:

- Open sores on the legs and feet
- Fractures and sprains in the leg and foot

Products Used in Treatment:

- Prossage Oil
- Biofreeze Gel

Treatment Protocol:

1. Use warm moist towels to clean and relax the client's legs and feet. Apply compression over the towel, then remove it. Read instructions for using hot towels in a treatment prior to application.
2. Undrape one leg at a time and then begin massage using a few drops of Prossage Heat starting with the foot. Massage each foot for 12 minutes each.
3. Effleurage the foot and leg utilizing long fluid strokes with deeper pressure on the up stroke and less pressure on the down stroke.
4. Apply compression strokes to the lower leg starting at the knee and working toward the ankle. Repeat three times.
5. With one hand, grasp the heel and with the other hand, hold the top of the foot.
6. With pressure, traction the foot back toward you, then with less pressure push the foot forward. Repeat this procedure approximately five times.
7. Pull the entire leg. This stroke is meant to stretch the entire leg.
8. Push and pull the ankle joint.
9. Stretch the Achilles tendon.
10. Stretch and pull the arch of the foot.
11. Sandwich hands on each side of foot and vibrate. This warms up the tissue and loosens the muscle.
12. While still grasping the heel, toes, and top of the foot, rotate the ankle to the left and then to the right, five times each.
13. Apply deep friction on the bottom of the foot, ball of the foot, and the heel. Use long deep strokes along the arch of the foot. Apply deep circular friction around all bony prominences to relax muscle attachments.

Treatment Time: 30 Minutes

Step 1



Step 2



Step 5



Step 7



14. Apply circular deep strokes along the bottom of the foot.
15. Perform knuckling to the bottom of the foot.
16. Use fingers to stroke between the tendons of the toes.
17. Traction toes with a circular motion starting at the little toe working towards the big.
18. Friction on top of the foot from toes back to and around the ankle.
19. Sandwich hands on each side of foot and vibrate.
20. First hold the ankle up in order to work the calf. Do long effleurage strokes. Knead the calf muscle away from the bone, pushing it upward and outward and gradually working up the leg.
21. When you reach the knee, release the pressure and glide back down to the ankle. Repeat three times on one side, then change hands and knead the other side of the calf.
22. Cradle the ankle and apply petrissage strokes with the venous flow to the Achilles tendon and gastrocnemius muscle.
23. Use circular friction around the knee cap, the calf, and down to the ankle.
24. Repeat sequence on opposite foot and leg.
25. Undrape wrapped foot and leg. Connect both feet with soothing strokes on legs and feet, place a moist towel on both feet and apply compression, starting at the knee down to the feet.
26. Use the towel to remove any excess oil.
27. This treatment is ended by applying Biofreeze to each foot and leg. Apply Biofreeze until completely absorbed into the skin. Re-drape the foot and leg, end with soothing strokes over the drape.

Special Notes:

This treatment could be included in a full body massage.

Technique Definitions:

COMPRESSION: A rhythmic pumping action movement on muscle straight in and out intended to spread muscle fiber.

COMPRESSIVE EFFLEURAGE: The application of gliding strokes with enough pressure to create a displacement of tissue for the purpose of moving fluid.

DIRECT PRESSURE: The application of compression of tissue with static pressure.

EFFLEURAGE: The application of gliding strokes that follow the contour of the body.

FRICTION: The application of compression of tissue while adding movement.

PETRISSAGE: The application of lifting, squeezing and kneading strokes to tissues of the body.

STRIPPING STROKES: The application of specific gliding strokes over a muscle, usually from distal to proximal.

Treatment designed by Lynda Solien-Wolfe and Michael McGillicuddy

Step 10



Step 15



Step 16



Step 25



Massage Therapy Treatments

●● Refresher Series using Biofreeze and Prossage

Back Refresher

The Back Refresher is designed to relieve tension, stress, and discomfort in the muscles of the back. Prossage Heat is used in this treatment, which is an area specific warming oil formulated specifically for deep tissue work, myofascial release and trigger point therapy. Warm towels are used to start this treatment to warm up the muscles before the Prossage is applied. This massage is designed for those individuals who request a deeper massage and is ideal for those who suffer from chronic pain. Biofreeze Pain Relieving Gel is applied to the localized areas of tenderness and pain at the end of this treatment to leave the back refreshed with a cooling effect that helps with reducing pain. This treatment will leave the back feeling refreshed and revitalized.

Contraindications:

- Sunburn
- Open sores
- Fever or infections
- Skin rashes or conditions
- Fractures to the spine
- Pregnancy

Products Used in Treatment:

- Prossage Oil
- Biofreeze Gel

Treatment Protocol:

1. Position client in the prone position on the massage table. Apply a warm towel to the back. Use compression on the back with the towel and then remove the towel.
2. Add a few drops of Prossage to the palm of your hand. Rub palms together briskly.
3. Apply effleurage strokes to the tissue of the back. Then apply hands to upper traps of both shoulders, anchoring the tissue with pressure. Glide hands down the para-spinal muscles to the sacrum. Repeat three times.
4. Switch to flats of hands (backs of fingers) down the para-spinal muscles from upper traps to the sacrum. Repeat three times.
5. Apply palm stroke glides down para-spinal muscles and out the iliac crest. Repeat three times.
6. Using the fleshy part of your elbows, vertically start by pressuring the traps in on top of the shoulders. Then lifting the traps backwards down the back, turn your elbows horizontally after passing the scapula and continue down the back to the iliac crest. Repeat three times. (Be careful to stay off the spinous process while using your elbow.)
7. Starting at the shoulders, perform skin rolling on both sides of the spine to sacrum. Skin roll each side downward to the sacrum. Repeat on the opposite side.
8. Apply direct pressure for 8-12 seconds one thumb width apart along the spine from the sacrum to the shoulder, and out to the shoulders. Repeat a total of three times moving lateral each time.

Treatment Time: 30 Minutes

Step 1



Step 2



Step 4



Step 5



9. With both hands, apply petrissage to neck and shoulder.
10. Apply circular friction with both thumbs starting at the mastoid process and working toward the midline of the head. Repeat three times.
11. Apply direct pressure for 8-12 seconds along the para spinal of posterior neck.
12. End with effleurage stroke from the neck to the sacrum and end at the shoulders.
13. Apply another warm towel to warm the muscles and remove any excess oil.
14. Finish using Biofreeze Gel on tender areas of the back. Massage completely into skin.

Special Notes:

This treatment can be extended. Pressure will depend on the client's needs.

Technique Definitions:

COMPRESSION: A rhythmic pumping action movement on muscle straight in and out intended to spread muscle fiber.

COMPRESSIVE EFFLEURAGE: The application of gliding strokes with enough pressure to create a displacement of tissue for the purpose of moving fluid.

DIRECT PRESSURE: The application of compression of tissue with static pressure.

EFFLEURAGE: The application of gliding strokes that follow the contour of the body.

FRICTION: The application of compression of tissue while adding movement.

PETRISSAGE: The application of lifting, squeezing and kneading strokes to tissues of the body.

STRIPPING STROKES: The application of specific gliding strokes over a muscle, usually from distal to proximal.

Treatment designed by Lynda Solien-Wolfe and Michael McGillicuddy

Step 6 (a)



Step 6 (b)



Step 7



Step 8



Massage Therapy Treatments

●● Refresher Series using Biofreeze and Prossage

Arm and Hand Refresher

The Arm and Hand Refresher is designed to relieve tension, stress, and discomfort in the muscles of the arm, hand, and wrist. Prossage is an area specific warming oil formulated specifically for deep tissue work, myofascial release and trigger point therapy. This treatment is a deeper massage that includes the use of warm towels to warm up the muscle before the start of the massage. Warm towels are also applied after the massage to refresh the muscles involved. This treatment is designed for those individuals who desire a deeper massage and is ideal for those that suffer from chronic pain from athletic training, repetitive movements or overuse. Biofreeze Pain Relieving Gel is applied to the localized area of tenderness and pain at the end of this treatment, and leaves hands and arms refreshed with a cooling effect. This treatment leaves hands and arms ready for more of the daily wear and tear that life demands of them.

Contraindications:

- Sunburn
- Recent injuries to the arm or hand
- Open sores on the arm or hands
- Fractures to the arm or hands

Products Used in Treatment:

- Prossage Oil
- Biofreeze Gel

Treatment Protocol:

1. Client in the supine position on the massage table. Apply a warm towel to the hand and arm.
2. Begin compression from the hand to the shoulder over towel. Remove towel.
3. Apply compression to the arm from the shoulder to the wrist. Repeat three times.
4. Add a few drops of Prossage to the palm of your hand. Rub palms together briskly.
5. Apply effleurage strokes to warm the tissue of the hands and arm up to the shoulder on one side of the client's body at least three times. Apply compression strokes from the wrist to elbow.
6. Apply stripping strokes from the wrist to elbow.
7. Raise elbow to 90°, squeeze forearm with one hand from elbow to wrist while supinating and holding the client's hand, apply stripping strokes to the palmer surface of the hand pronating the hand.
8. Apply friction strokes.

Treatment Time: 30 Minutes

Step 1



Step 3



Step 6



Step 7



9. Massage the back of the hand with friction strokes.
10. Massage pads of each finger and move each joint gently.
11. Supporting the client's hand, rotate all fingers clockwise and counterclockwise.
12. Next perform range of motion to the wrist using flexion and extension.
13. Perform abduction and adduction.
14. Effleurage from wrist to shoulder.
15. Flex elbow to 90° and use compression strokes on the pectoralis major, pectoralis minor, anterior deltoid and biceps. Repeat three times.
16. Apply effleurage to full arm.
17. Jostle the arm with both hands, starting at the shoulder and working your way to the hand.
18. Apply range of motion to the arm. Flex and extend elbow.
19. Traction the arm toward the feet, then out to the side, then over the head.
20. Apply Biofreeze Gel to tender areas for a refreshing feeling.

Special Notes:

Remove excess oil before applying Biofreeze.

Technique Definitions:

COMPRESSION: A rhythmic pumping action movement on muscle straight in and out intended to spread muscle fiber.

COMPRESSIVE EFFLEURAGE: The application of gliding strokes with enough pressure to create a displacement of tissue for the purpose of moving fluid.

DIRECT PRESSURE: The application of compression of tissue with static pressure.

EFFLEURAGE: The application of gliding strokes that follow the contour of the body.

FRICTION: The application of compression of tissue while adding movement.

PETRISSAGE: The application of lifting, squeezing and kneading strokes to tissues of the body.

STRIPPING STROKES: The application of specific gliding strokes over a muscle, usually from distal to proximal.

Treatment designed by Lynda Solien-Wolfe and Michael McGillicuddy

Step 9



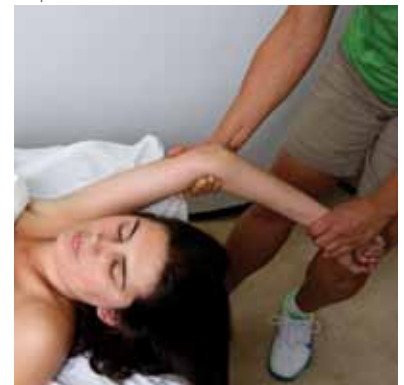
Step 10



Step 12



Step 15



Massage Therapy Treatments

●● Sports Massage and Recovery Treatment Series

Key Principles of Sports Massage Theory[©] By Michael McGillicuddy USA PRO SPORTS

Definition of Sports Massage:

Sports Massage is the specific application of...

- Massage Techniques
- Hydrotherapy Protocols
- Range of Motion Evaluation
- Flexibility Protocols
- Strength Training Principles

...on athletes to achieve a specific goal.

Key Principles of Sports Massage:

Timing

During what stage of physical activity are you working with an athlete?

Intent

What is the purpose of the massage techniques being applied?

Technique

Which massage technique best accomplishes the intent desired?

Sports Massage Timing:

Pre-Event

At an event site just before competing

Inter-competition

At an event site in between competing

Post-Event

At an event site after competing

Recovery

Post competition/not at event site (up to three days)

Maintenance

During light training or in off season

Injury Maintenance

Anytime after an injury has occurred



Sports Massage Intent:

Pre-Event

- Assists warm-up
- Increases circulation
- Maintain flexibility
- Enhances athletic performance

Inter-competition

- Assists warm-up
- Increases circulation
- Maintain flexibility
- Enhances athletic performance

Post Event

- Relieve cramping
- Reduce soreness
- Enhance venous return
- Promote lymphatic drainage

Recovery

- Reduce soreness
- Enhance venous return
- Promote lymphatic drainage
- Re-establish balance

Maintenance

- Address chronic injuries
- Relieve stress patterns
- Increase flexibility
- Increase strength

Injury Management

- Eliminate spasm
- Proper scar formation
- Restore flexibility
- Rebuild strength

Technique Definitions:

BROADENING STROKES: The application of palm strokes from the centerline of an extremity laterally outward.

COMPRESSION: A rhythmic pumping action movement on muscle straight in and out intended to spread muscle fiber.

CROSS FIBER FRICTION: The application of compressive movements on muscles with the angle 90° to the fibers of the muscle.

DIRECT PRESSURE: The application of compression of tissue with static pressure.

EFFLEURAGE: The application of gliding strokes that follow the contour of the body.

FRICTION: The application of compression of tissue while adding movement.

PETRISSAGE: The application of lifting, squeezing and kneading strokes to tissues of the body.



Massage Therapy Treatments

●● Sports Massage and Recovery Treatment Series

Golfer's Neck, Back and Shoulder Massage

Treatment Time: 30 Minutes

Your clients will swing their way to the next hole after this specialized massage to relieve soreness in the arms, shoulders, back, and neck. Proassage is applied for the deep tissue treatment followed by Biofreeze Pain Relieving Gel to assist in relieving sore muscles and joints, and reducing discomfort and pain. It will be sure to have the client in full swing for the next game on the links.

Contraindications:

- Sunburn
- Open sores
- Contusions
- Acute pain or injury
- Skin rashes or conditions
- Fractures
- Hematomas
- Fever or infections

Products Used in Treatment:

- Proassage Oil
- Biofreeze Gel

If any step causes client to be in pain or become uncomfortable, discontinue step.

Treatment Protocol:

1. Add a few drops of Proassage to the palm of your hand. Rub palms together briskly.
2. Apply effleurage strokes to the tissue of the back. Then apply hands to upper traps of both shoulders, anchoring the tissue with pressure. Glide hands down the para-spinal muscles to the sacrum. Repeat three times.
3. Switch to flats of hands (backs of fingers) and move down the para-spinal muscles from upper traps to the sacrum. Repeat three times.
4. Apply palm strokes down para-spinal muscles and out the iliac crest. Repeat three times.
5. Using the fleshy part of your elbows, vertically start by pressuring the traps in on top of the shoulders. Then lifting the traps backwards down the back, turn your elbows horizontally after passing the scapula. Continue down the back to the iliac crest. Repeat three times (Be careful to stay off the spinous process while using your elbow).
6. Finish massaging back with effleurage strokes.
7. Turn client to face up position. Move to head of table.
8. Slide hands underneath client to mid thoracic area and effleurage from mid thoracic to occipital ridge using Proassage. Repeat three times.
9. Use stripping strokes along para-spinal muscles from occipital ridge down to base of neck. Repeat on both sides of the neck three times.
10. Apply direct pressure along para-spinal muscles of the neck from base to occipital bone. Repeat on both sides three times.
11. Apply range of motion stretches to the neck.
12. Wipe off excess oil and then apply Biofreeze Gel to tender areas.

Step 1



Step 2



Step 3



Special Notes:

The timing and speed of each stroke will vary depending on the size of the person, the condition of the tissue, and the time required to address specific needs of each person. There are some common areas of soreness in golfers which should be addressed.

Common Area of Soreness in Golfers:

Golfer's Elbow

For the right-handed golfer: Pain at the right medial epicondyle caused by keeping elbow extended during follow through.

Low Back Pain

Low back pain is common as lumbar vertebrae are not meant to rotate.

Rotator Cuff

The rotator cuff muscles are very active in the swing, and become vulnerable to over use and micro trauma.

Scapular Muscles

The scapular muscles stabilize the scapula, allowing the arm to function properly.

Technique Definitions:

BROADENING STROKES: The application of palm strokes from the centerline of an extremity laterally outward.

COMPRESSION: A rhythmic pumping action movement on muscle straight in and out intended to spread muscle fiber.

COMPRESSIVE EFFLEURAGE: The application of gliding strokes with enough pressure to create a displacement of tissue for the purpose of moving fluid.

CROSS FIBER FRICTION: The application of compressive movements on muscles with the angle 90° to the fibers of the muscle.

DIRECT PRESSURE: The application of compression of tissue with static pressure.

EFFLEURAGE: The application of gliding strokes that follow the contour of the body.

FLATS OF HANDS: Applying gliding strokes with the backs of your fingers while using loose fists

FRICTION: The application of compression of tissue while adding movement.

PETRISSAGE: The application of lifting, squeezing and kneading strokes to tissues of the body.

STRIPPING STROKES: The application of specific gliding strokes over a muscle, usually from distal to proximal.

TAPOTEMENT OR PERCUSSION: The application of alternating, rhythmical striking movements to the body.

Treatment written by Michael McGillicuddy

Step 9



Step 10



Step 11



Massage Therapy Treatments

●● Sports Massage and Recovery Treatment Series

Lower Body Recovery Massage

Prossage Heat is used in this treatment to provide relief to hips, ankles, calves, quads, hamstrings, and the soles of feet that have hiked, biked, or run through nature. A must for those clients who are using the lower body on a daily basis. The lower body will be thankful after this treatment.

Treatment Benefits:

- Assists recovery after exercise
- Reduces muscle spasm
- Increases circulation
- Relieves stress
- Reduces discomfort and pain
- Improves range of motion

Contraindications:

- Sunburn
- Open sores
- Contusions
- Thrombophlebitis
- Fever or infections
- Skin rashes or conditions
- Fractures
- Hematomas
- Acute pain or injury

Products Used in Treatment:

- Massage Oil
- Prossage Oil
- Biofreeze Gel

Treatment Protocol:

1. Start at the bottom of the table with the client face down.
2. Add a few drops of Prossage to the palm of your hand. Rub hands together briskly. Undrape the leg and apply effleurage strokes from the ankle to the knee.
3. Apply petrissage, compression and broadening strokes to the calves from the knee to the ankle. Repeat three times.
4. Use back of hand and stripping strokes to bottom of the foot.
5. Support the ankle while performing range of motion movements.
6. Apply effleurage, petrissage compression and broadening strokes to the thigh from the knee to the hip using massage oil. Repeat three times.
7. Apply range of motion movements to the knee.
8. Apply compression to the right hip around the greater trochanter.
9. Apply compression between greater trochanter and sacrum with the knee flexed to 90° while rocking the hip in internal and external rotation.
10. Finish the right leg by applying effleurage strokes from foot to hip.
11. Repeat leg sequence on other side. This sequence should take 7 1/2 minutes.

Treatment Time: 30 Minutes

Step 3



Step 5



12. Turn client over to the face up position.
13. Move to the lower left side of the massage table.
14. Using effleurage and massage oil, stroke the anterior leg from foot to knee.
15. Apply compression to the left anterior leg from knee to ankle. Repeat three times.
16. Use broadening strokes to the left anterior leg from knee to ankle. Repeat three times.
17. Apply stripping strokes along left tibia. Repeat three times.
18. Apply compression to the anterior left thigh from hip to knee. Repeat three times.
19. Use broadening strokes to the left anterior thigh from the hip down to knee three times. Reversing direction, apply effleurage strokes using massage oil to the left anterior thigh from knee to hip.
20. Perform petrissage strokes to the left anterior thigh from hip to knee. Repeat three times.
21. Finish the leg with effleurage strokes from the ankle to the hip.
22. Carefully apply range of motion for calves, hips, and hamstrings.
23. Wipe excess oil before applying Biofreeze Gel to any localized area of tenderness.

Special Notes:

The timing and speed of each stroke will vary depending on the size of the person, the condition of the tissue and the time required to address specific needs of each person.

Technique Definitions:

BROADENING STROKES: The application of palm strokes from the centerline of an extremity laterally outward.

COMPRESSION: A rhythmic pumping action movement on muscle straight in and out intended to spread muscle fiber.

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PETRISSAGE: The application of lifting, squeezing and kneading strokes to tissues of the body.

STRIPPING STROKES: The application of specific gliding strokes over a muscle, usually from distal to proximal.

TAPOTEMENT OR PERCUSSION: The application of alternating, rhythmical striking movements to the body.

Treatment written by Michael McGillicuddy

Step 14



Step 14



Step 20



Step 21



Massage Therapy Treatments

●● Sports Massage and Recovery Treatment Series

Upper Body Recovery Massage

An upper-body sports massage for those who use their upper body for many adventures. Your clients will climb to the top of their game again and again with this specialized massage using Proassage and Biofreeze products. Add Biofreeze Gel at the end of this treatment to assist in relieving sore muscles and joints, and your clients will leave with muscles ready for the next adventure.

Contraindications:

- Sunburn
- Open sores
- Contusions
- Acute pain or injury
- Skin rashes or conditions
- Fractures
- Hematomas

Products Used in Treatment:

- Massage Oil
- Proassage Oil
- Biofreeze Gel

Treatment Protocol:

1. Add a few drops of Proassage to the palm of your hand. Rub hands together briskly. With client laying face down, apply effleurage strokes down the back.
2. Move to the left side of the table and apply circular friction hand over hand to the right side of the body concentrating on moving the skin in circles with fingers from shoulder to hip. Repeat three times.
3. From the left side of the table, apply petrissage to the right side of the body, moving from hip up the side of the body to shoulder and back of neck. Repeat three times.
4. Move to the right side of the table and repeat on the other side of the body.
5. Apply compression along the side of the para-spinal muscles from the sacrum to the shoulders three times. Repeat three times on the other side of the body.
6. Move to the head of the table and apply direct pressure along the para-spinal muscles from top of the shoulders to the sacrum. Repeat three times.
7. Finish back massage with effleurage.
8. Apply effleurage, compression and stripping strokes to the forearm from the wrist to elbow.
9. Effleurage from the elbow to the shoulder using massage oil. Repeat three times.
10. Use compression then circular friction from the elbow to shoulder.
11. Apply compression from the deltoid to the auxiliary border of the scapula.
12. Use effleurage strokes from the right wrist up the arm, around the shoulder and down the back.
13. Repeat arm sequence on the other side.
14. Turn client to face up position.
15. From the middle side of the massage table, apply effleurage strokes to the forearm from wrist to elbow using oil.

Treatment Time: 30 Minutes

Step 3



Step 5 (a)



Step 5 (b)



Step 15



16. Use compression to the forearm from wrist to elbow. Repeat three times.
17. Apply stripping strokes from elbow to shoulder. Repeat three times.
18. Using oil, perform effleurage strokes from elbow to shoulder incorporating the entire arm.
19. Flex elbow to 90° and abduct shoulder to 90°. Apply compression from chest to elbow. Repeat three times.
20. Bring arm back down to client's side and apply compression strokes down outside of arm from shoulder to wrist. Repeat three times.
21. Apply range of motion stretches to shoulder.
22. This sequence should take about five minutes, repeat on the other arm.
23. Move to head of table. Slide hands underneath client to mid thoracic area and effleurage from mid thoracic to occipital ridge while using Prossage. Repeat three times.
24. Use stripping strokes along para-spinal muscles from occipital ridge down to base of neck on both sides of the neck. Repeat three times.
25. Apply direct pressure along para-spinal muscles of the neck from base to occipital bone. Repeat on both sides, three times.
26. Apply range of motion stretches to the neck.
27. Wipe off excess oil before applying Biofreeze Gel to the localized area of tenderness.

Special Notes:

The timing and speed of each stroke will vary depending on the size of the person, the condition of the tissue and the time required to address specific needs of each person.

Technique Definitions:

BROADENING STROKES: The application of palm strokes from the centerline of an extremity laterally outward.

COMPRESSION: A rhythmic pumping action movement on muscle straight in and out intended to spread muscle fiber.

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FLATS OF HANDS: Applying gliding strokes with the backs of your fingers while using loose fists.

FRICTION: The application of compression of tissue while adding movement.

PETRISSAGE: The application of lifting, squeezing and kneading strokes to tissues of the body.

STRIPPING STROKES: The application of specific gliding strokes over a muscle, usually from distal to proximal.

Treatment written by Michael McGillicuddy

Step 19



Step 24



Massage Therapy Treatments

●● Sports Massage and Recovery Treatment Series

Sports Back Massage

Sports Back Massage is designed to assist the athlete in recovering from strenuous activity and to relieve back soreness and discomfort. This massage is intended to prevent injuries, reduce soreness, reduce muscle tension, and flush metabolic waste from the tissue. Sports massage techniques including effleurage, petrissage, compression, broadening and friction strokes will be utilized. Prossage is an area specific warming oil formulated specifically for deep tissue work, myofascial release, and trigger point therapy. Clients at any athletic level will benefit from this massage.

Contraindications:

- Sunburn
- Open sores
- Acute pain or injury
- Skin rashes or conditions
- Fractures
- Fever or infections

Products Used in Treatment:

- Massage Oil
- Prossage Oil
- Biofreeze Gel

Treatment Protocol:

1. Add a few drops of Prossage to the palm of your hand. Rub hands together briskly. With client laying face down apply effleurage strokes down the back.
2. Move to the left side of the table and apply circular friction hand over hand to the right side of the body concentrating on moving the skin in circles with fingers from shoulder to hip. Repeat three times.
3. From the left side of the table, apply petrissage to the right side of the body, moving from hip up the side of the body to shoulder and back of neck. Repeat three times.
4. Move to the right side of the table and repeat on the other side of the body.
5. Apply compression along the side of the para-spinal muscles from the sacrum to the shoulders. Repeat three times, both sides of the body.
6. Move to the head of the table and apply direct pressure along the para-spinal muscles from top of the shoulders to the sacrum. Repeat three times.
7. Finish back massage with effleurage.
8. Remove excess oil, then apply Biofreeze Gel to any remaining localized areas of tenderness.

Special Notes:

This sports massage protocol is designed to be applied briskly and with firm pressure. This massage is specific to the back. The timing and speed of the strokes will vary depending on the size of the person, the condition of the tissue and the time required to address specific needs of each person.

Treatment Time: 30 Minutes

Step 1 (a)



Step 1 (b)



Step 3



Step 5



Technique Definitions:

BROADENING STROKES: The application of palm strokes from the centerline of an extremity laterally outward.

COMPRESSION: A rhythmic pumping action movement on muscle straight in and out intended to spread muscle fiber.

COMPRESSIVE EFFLEURAGE: The application of gliding strokes with enough pressure to create a displacement of tissue for the purpose of moving fluid.

CROSS FIBER FRICTION: The application of compressive movements on muscles with the angle 90° to the fibers of the muscle.

DIRECT PRESSURE: The application of compression of tissue with static pressure.

EFFLEURAGE: The application of gliding strokes that follow the contour of the body.

FLATS OF HANDS: Applying gliding strokes with the backs of your fingers while using loose fists.

FRICTION: The application of compression of tissue while adding movement.

PETRISSAGE: The application of lifting, squeezing and kneading strokes to tissues of the body.

STRIPPING STROKES: The application of specific gliding strokes over a muscle, usually from distal to proximal.

TAPOTEMENT OR PERCUSSION: The application of alternating, rhythmical striking movements to the body.

Treatment written by Michael McGillicuddy

Massage Therapy Treatments

●● Sports Massage and Recovery Treatment Series

Full Swing Golfer's Massage

Treatment Time: 60 Minutes

This is a full-body recovery massage designed with the golfer in mind. Golfers will swing their way to the next hole after this specialized sports massage using techniques that relieve soreness in the areas most affected by golfing. Biofreeze Pain Relieving Gel is used in this treatment to assist in relieving sore muscles and joints from the biomechanics of a golfer's swing and to reduce discomfort and pain. This treatment will increase circulation, improve range of motion, and restore flexibility. It will have your client in full swing for the next game on the links.

Contraindications:

- Sunburn
- Open sores
- Contusions
- Thrombophlebitis
- Fever or infections
- Skin rashes or conditions
- Fractures
- Hematomas
- Acute pain or injury
- Pregnancy

Products Used in Treatment:

- Massage Oil
- Proassage Oil
- Biofreeze Gel

If any step causes client to be in pain or become uncomfortable, discontinue step.

Treatment Protocol:

1. Add a few drops of Proassage to the palm of your hand. Rub hands together briskly. With client laying face down apply effleurage strokes down the back.
2. Move to the side of the table and apply circular friction hand over hand to the other side of the body. Concentrate on moving the skin in circles with fingers from shoulder to hip. Repeat three times.
3. Apply petrissage to the other side of the body, moving from hip up the side of the body to shoulder and back of neck. Repeat three times.
4. Move to the other side of the table and repeat on the opposite side of the body.
5. Apply compression along the side of the para-spinal muscles from the sacrum to the shoulders three times. Repeat on the other side of the body.
6. Move to the head of the table and apply direct pressure along the para-spinal muscles from top of the shoulders to the sacrum three times.
7. Finish back massage with effleurage.
8. Apply effleurage, compression and stripping strokes to the forearm from the wrist to elbow.
9. Effleurage from the elbow to the shoulder using massage oil. Repeat three times.
10. Use compression then circular friction from the elbow to shoulder.
11. Apply compression from the deltoid to the auxiliary border of the scapula. Apply compression to the right scapula. Repeat three times.
12. Use effleurage strokes from the right wrist up the arm, around shoulder and down back.
13. Repeat sequence on the left side.
14. Move to the lower part of the table and undrape the leg.
15. From the ankle to the knee, apply effleurage strokes using massage oil.
16. Apply petrissage, compression and broadening strokes to the calves from the knee to the ankle three times.

Step 1



Step 3



Step 5



Step 6 (a)



17. Use back of hand and stripping strokes to bottom of the foot.
18. Support the ankle while performing range of motion movements.
19. Apply effleurage, petrissage compression and broadening strokes to the thigh from the knee to the hip using massage oil. Repeat three times.
20. Apply range of motion movements to the knee.
21. Apply compression to the right hip around the greater trochanter. Apply compression between greater trochanter and sacrum with the knee flexed to 90° while rocking the hip in internal and external rotation.
22. Finish the right leg by applying effleurage strokes from foot to hip.
23. Repeat sequence on the left side.
24. Wipe the area of excess oil. Apply Biofreeze on any small tender areas of the posterior body. Suggested areas of tenderness for golfers would be posterior neck, shoulder, medial elbow, low back, hip, and knee. Small amounts of Biofreeze Pain Reliever should be applied only to specific areas of tenderness to avoid overwhelming the golfer with a cold sensation.
25. Turn client over to the face up position.
26. Move to the lower left side of the massage table.
27. Using effleurage, stroke the anterior leg from foot to knee using massage oil.
28. Then apply compression to the left anterior leg from knee to ankle. Repeat three times.
29. Next use broadening strokes to the left anterior leg from knee to ankle. Repeat three times.
30. Apply stripping strokes along left tibia. Repeat three times.
31. Apply compression to the anterior left thigh from hip to knee. Repeat three times.
32. Use broadening strokes to the left anterior thigh from the hip down to knee three times. Reversing direction, apply effleurage strokes to the left anterior thigh from knee to hip using massage oil.
33. Perform petrissage strokes to the left anterior thigh from hip to knee. Repeat three times.
34. Finish the leg with effleurage strokes from the ankle to the hip.
35. Carefully apply range of motion for calves, hips, and hamstrings.
36. This sequence should take about 7-8 minutes repeat sequence on the right side. Wipe the area of any excess oil.
37. From the middle side of the massage table, apply effleurage strokes to the forearm from wrist to elbow using oil.
38. Use compression to the forearm from wrist to elbow. Repeat three times.
39. Apply stripping strokes from elbow to shoulder. Repeat three times.
40. Using oil, perform effleurage strokes from elbow to shoulder incorporating the entire arm.
41. Flex elbow to 90° and abduct shoulder to 90°. Apply compression from chest to elbow. Repeat three times.
42. Bring arm back down to client's side and apply compression strokes down outside of arm from shoulder to wrist. Repeat three times.
43. Apply range of motion stretches to shoulder.
44. Slide hands underneath client to mid thoracic area and effleurage from mid thoracic to occipital ridge using Prossage. Repeat three times.

Step 6 (b)



Step 18



Step 19



Step 35



Massage Therapy Treatments

●● Sports Massage and Recovery Treatment Series

Full Swing Golfer's Massage (Continued)

45. Use stripping strokes along para-spinal muscles from occipital ridge down to base of neck. Repeat on both sides of the neck three times.
46. Apply direct pressure along para-spinal muscles of the neck from base to occipital bone. Repeat on both sides three times.
47. Apply range of motion stretches to the neck.
48. Before ending the massage, apply Biofreeze Gel to any remaining tender areas of the golfer's anterior body. Suggested areas of tenderness for golfers would be wrist, shoulder, medial elbow, knee and ankle. Small amounts of Biofreeze should be applied only to specific areas of tenderness to avoid overwhelming the golfer with cold sensation.

Special Notes:

The timing and speed of each stroke will vary depending on the size of the person, the condition of the tissue and the time required to address specific needs of each person. Golf movements require repetitive whipping rotary movements of the human body resulting in sore elbows, shoulders, low back, knees and ankle joints. A well conditioned golfer is usually less likely to become extremely sore while playing.

Common Areas of Soreness in Golfers:

Golfer's Elbow

For the right-handed golfer: Pain at the right medial epicondyle caused by keeping elbow extended during follow through.

Low Back Pain

Low back pain is common as lumbar vertebrae are not meant to rotate.

The Hips

During the golf swing, the hips rotate causing strain to the muscles below the iliac crest.

The Knees

The knees are one of the first body parts to rotate during the golf swing, which causes stress to the anterior parts of the knee.

Scapular Muscles

The scapular muscles stabilize the scapula, allowing the arm to function properly.

The Rotator Cuff

The rotator cuff muscles are very active in the swing, and become vulnerable to over use and micro trauma.

Technique Definitions:

COMPRESSION: A rhythmic pumping action movement on muscle straight in and out intended to spread muscle fiber.

COMPRESSIVE EFFLEURAGE: The application of gliding strokes with enough pressure to create a displacement of tissue for the purpose of moving fluid.

DIRECT PRESSURE: The application of compression of tissue with static pressure.

EFFLEURAGE: The application of gliding strokes that follow the contour of the body.

FRICTION: The application of compression of tissue while adding movement.

PETRISSAGE: The application of lifting, squeezing and kneading strokes to tissues of the body.

STRIPPING STROKES: The application of specific gliding strokes over a muscle, usually from distal to proximal.

Treatment written by Michael McGillicuddy

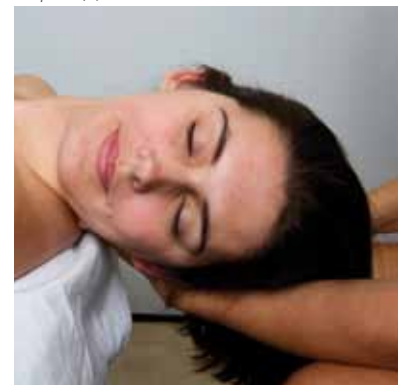
Step 46



Step 47 (a)



Step 47 (b)



Massage Therapy Treatments

Specialty Treatment

Deep Tissue Back Stone Treatment

This protocol is for those massage therapists who are currently using hot and cold stones with deep tissue application. Your client will have a unique experience when you are able to bring in hydrotherapy principles with the use of hot and cold stones combined with deep tissue massage and Proassage Heat. They will relax quickly with the heat, which will initiate the healing process sooner. Follow with the application of the cold stones, which will assist in pumping toxins out of the tissue and will bring a sense of balance and well being into the treatment. You will be able to work deeper with less discomfort to your client.

Contraindications:

- Blood pressure medications (consult physician)
- Blood thinners (consult physician)

Products Used in Treatment:

- Proassage Oil
- Biofreeze Gel
- Both hot and cold stones

Treatment Protocol

Overview

- Strokes with the stones are an extension of your hand.
- The lower back will use medium to large stones. The upper back will use small to medium stone.
- The strokes with a hot stone are firm and fast.
- The strokes with a cool stone are firm and slow.
- As the heat dissipates, the pace will slow down, but the pressure will remain firm.

1. Start client in the prone position. Apply a minimal amount of Proassage to the entire back.
2. Look at the back in quadrants: lower left, lower right, upper left, and upper right.
3. Start with the lower left quadrant of the back. Using the basic massage strokes, introduce the heated stone gradually.
4. Move to the lower right quadrant.
5. With the smaller stones, work the upper left, then upper right quadrants of the back.
6. If more lubricant is needed, apply it directly to the stone.
7. Make sure to wipe off excess oil off before applying Biofreeze.
8. Next we will introduce the cold stone by applying a minimal amount of Biofreeze to the back. This will bring the client back to balance.

Treatment Time: 30 Minutes

Step 3



Step 4



Step 5 (a)



Step 5 (b)



Massage Therapy Treatments

Specialty Treatment

Deep Tissue Back Stone Treatment (Continued)

9. Begin on the upper back with a stone in both hands.
10. Apply the cool stones to the upper back with pressure and allow the body to adjust to the temperature. Move firm and slow.
11. Remember, when working the back, start with hot stones in the lower quadrants first, and then work the upper back. With cold stones, start in the upper quadrants first, and then work the lower back.

Special Notes:

If you work with the philosophy that less is more, you will most likely work within a safe range. You can always increase pressure or temperature. But if you injure or lose a client's trust, the damage is done and their trust may be difficult to regain. On elderly clients, use less heat and less cold. They tend not to have enough muscle mass to tolerate as much heat as much cold. When working with temperature, most contraindications are amplified.

About Hot Stones:

One of the main concerns working with temperature is applying it within the client's tolerance. If you work too deeply or with too much heat, the client will not have confidence, which is essential for the healing process to start. Proassage is a good way to introduce heat to the treatment for new clients. Whenever you use heat in a treatment for new clients you want it to be introduced gradually; heat receptors will adjust to take more heat as the treatment progresses. You cannot take back what is done, so you do not want our client to react and put up their guard. Working with a hot stone, the pressure and pace of the stone will dictate the temperature and your client will be able to adjust. The hotter the stone the faster the pace.

About Cold Stones:

Cool application is essential in balancing, and the cool stones always follow the heat. Within a basic session format, you might want to consider two different options. If you are looking for a toning effect to the muscle, a few drops of Proassage could be appropriate with a cold stone. If you are looking for a calming effect, a cold stone would be suggested or the use of Biofreeze Gel. You will find that your clients will accept the cool stones better if they are applied with firm pressure during an exhale. After your client accepts the temperature change, the pace is slow and firm. Many clients have said their muscles feel awake and vibrant. This is the result you are looking for in a basic application.

In brief, stone massage is what you make of it. If you are working from a solid foundation, the stone becomes an extension of your hand. Then, with a good understanding on how temperature affects the body, be it hot or cold, it has the ability to enhance almost any treatment. When you are working with temperature, please work within your abilities and respect the tolerance of your clients.

DISCLAIMER:

The practice of stone massage without proper training from a practitioner qualified to teach this modality, can cause injury. Therefore, SpiriPhysical Incorporated and Performance Health Inc. cannot and shall not be held liable for any injury or other consequence resulting from the practice of stone massage.

Treatment designed Bruce Baltz, LMT, NCTMB

Step 9



Massage Therapy Treatments

●● Self Care Series

Self-Care Tips for the Massage Therapist

Because of the nature of the work, massage therapy can be physically demanding. To assure a long and successful career massage therapists should incorporate self-care techniques into their daily routine. Here are some suggested self-care tips.

Pre-Treatment Self-Care Tips:

- Stretch and strength train using Thera-Band® Elastic Resistance Bands to keep your body healthy.
- Apply self massage stretching techniques using Prossage and Biofreeze products.
- Drink a small amount of water before performing massage to keep you hydrated.
- Before entering the room, stop and take a few breaths and relax your body.

During Treatment Self-Care Tips:

- Make sure the table is adjusted to the proper height.
- Be aware of proper body mechanics.
- Try to utilize your body weight and gravity to increase pressure when applying massage techniques.

Post Treatment Self-Care Tips:

- Apply self massage techniques to wrist and forearm using Prossage and Biofreeze products. This will reduce inflammation, soreness or pain.
- Stretch to relieve neck pain.

Tips written by Teresa Matthews and Lorena Haynes

Prossage Heat



Apply massage techniques to wrist and forearm



Biofreeze Gel



Apply massage techniques to wrist and forearm



Massage Therapy Treatments

● Self Care Series

Stretching to Help Neck Pain

Treatment Time: 5 Minutes

Increasing the flexibility and strength of your neck muscles can greatly decrease the risk of future injuries and pain. Although massage therapy can ease the pain and relax tight muscles, it cannot stop spasm from returning. Remember to start stretching today and increase the stretch as you feel stronger and more comfortable with each stretch.

Apply **BIOFREEZE Gel** before stretching.



Warm Up

All stretching should start with a brief warm-up period to help increase blood flow in the muscles. Bend at waist and swing arms from shoulders for 15 seconds.

Getting in position

Neck stretching can easily be performed standing or in a seated position and start by looking forward. Try to keep back and neck straight.



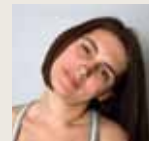
Neck rotations

Look forward and with a slow, steady movement, rotate your head to the right side and hold for two to three seconds. Return to the forward position and rotate to the left side. Hold for two to three seconds and return to the forward position. Repeat three times.



Neck side extensions

Looking forward, let your head lower slowly over to the right side as far as you feel comfortable. Hold for two to three seconds and return to the forward position. Repeat the stretch to the left side. Return to the forward position. Repeat three times.



Neck forward flexion

Looking forward, slowly lower your head toward the chest. Hold for two to three seconds and return to the forward position. Repeat three times.



Neck extension

Looking forward, slowly look up at the ceiling. Hold for two to three seconds and return to looking forward position. Repeat three times.



Neck stretch

Look forward and slowly raise your shoulders toward your ears. Hold for two to three seconds. Slowly release them and return to the starting position. Repeat the stretch three times.



NOTE: Your health care professional may recommend some or all of these stretches. Ask him or her which ones are appropriate. Immediately discontinue any stretch that causes severe pain and contact your health care professional. Always check with your healthcare provider before starting a stretching therapy or exercise program.

Written by Michael McGillicuddy and Lynda Solien-Wolfe

Take 5 - The Five Minute Energizer

This five minute energizer is ideal for office workers that are on their computers and PDA's all day long. It can be worked into treatment or you can instruct your client to do this themselves after a session or at home. This treatment uses hand and wrist stretches, and Biofreeze Maximum Strength Wipes.

Treatment Benefits:

- Relieve stress
- Reduce discomfort and pain
- Improve range of motion
- Reduce muscle spasm
- Increase circulation
- Create invigorating feeling

Contraindications:

- Skin rashes or conditions
- Fever or infections
- Open sores

Products Used in Treatment:

- Biofreeze Wipe

Treatment Protocol:

1. Hold your right hand out in front of you with fingers up. Place your left hand across the right hand fingers and extend back.
2. Do the same move with your fingers down.
3. With your palm up, reach under and gently put pressure on the thumb to open up the hand.
4. Repeat steps 1 through 3 for opposite hand.
5. With the hand still palm up, extend each individual finger.
6. Hold right hand out (like you are about to shake someone's hand) and grasp right hand with left hand, palmer surface to palmer surface and rotate downward (ulna deviate).
7. Repeat steps 5 and 6 for opposite hand.
8. Use the same hand position as step 6, except rotate upward (radial deviate).
9. Hold right hand out in front with palm down. Place your left hand on top of right and stretch the extensors by pushing right hand down.
10. Repeat steps 8 and 9 for left hand.
11. Bring right forearm in front of you, with left hand start at the wrist and compress the right forearm up to the elbow.
12. Repeat step 11 for left forearm.
13. Apply a Biofreeze Wipe to individual fingers.
14. Use wipe between the thumb and index finger.
15. Continue on wrist and forearm.
16. Lace fingers together and extend hands out in front for a nice stretch to complement above protocol.

Special Notes:

Let the feeling of Biofreeze stay with you before you wash your hands, but don't get it around your face or eyes. Make sure to wash your hands after 5 minutes.

Treatment designed by Lynda Solien-Wolfe, Teresa Matthews, and Lorena Haynes

Treatment Time: 5 Minutes

Step 2



Step 6



Step 12



Step 15



Selling Products

Grow Your Bottom Line by Retailing Products

Offer home care solutions to help increase your bottom line and complement the massage treatments that are offered on your menu of services. Here are ten tips to help you retail products used in the massage treatments in your practice.

Top 10 Tips

1. Choose products you trust and believe in.
2. Educate yourself on the products you use and sell.
3. Choose products that are not easily accessible to your clients and carry a professional recommendation.
4. Choose products that you use in your practice or are a direct extension of your work.
5. Take an ethical approach to product sales.
6. Charge a fair but profitable price.
7. Purchase products from a manufacturer that will support you on marketing and customer service issues.
8. Make products visible and attractive.
9. Offer samples to your clients. If a client tries and likes a product, the product will sell itself.
10. Keep track of your sales and inventory.

Remember the **BUS** when selling products. **Believe, Use, Sell.**

Biofreeze Pain Reliever Can Extend Your Level of Care

The Support to Grow Together

Clients who experience Biofreeze Pain Reliever in your office will welcome the opportunity to purchase the products for use at home or on-the-go. Biofreeze Pain Reliever can encourage client loyalty, invite referrals, and heighten your standing as a practitioner with leading-edge care.

Our *Build Your Practice* program includes:

- **Customized samples**
Our sample cards (available in English and Spanish) come with one free 5mL sample of Biofreeze Pain Relieving Gel attached. We will custom-print the cards with your office name and phone number so that your practice can make a connection with potential clients.
- **Countertop displays**
We provide your office with a free countertop display—alerting clients that you sell Biofreeze Pain Reliever, and showing the range of products you have to offer, be that tube, roll-on, hands-free applicator and/or spray.
- **Event sponsorship**
Whether you're sponsoring, volunteering, or simply passing out trial sizes of Biofreeze Gel at a community event, we can partner with you by donating free product samples.

Sampling program



Countertop displays



Event sponsorship



- **“Where to Buy” referral service**

Available on www.biofreeze.com, this online tool helps potential clients identify locations in their area where they can purchase Biofreeze Pain Reliever and/or receive treatments from you.

To sign up please go to www.biofreeze.com/loginGIRR.aspx

- **Patient education video**

This DVD explains how pain and Biofreeze Pain Reliever work on a physiological level. The 4 minute video is perfect to show in your waiting room. A DVD copy of the video is available to all registered Where-to-Buy members.

For your free copy, log into your account at www.biofreeze.com/loginGIRR.aspx

- **Massage Therapy Treatment Manual**

This exclusive fifteen treatment manual was designed by industry professionals and contains modalities ranging from sports massage to deep tissue stone treatments.

A printed copy of this manual is only available to registered Where-to-Buy members.

For your free copy, log into your account at www.biofreeze.com/loginGIRR.aspx.

New members can sign up at the same online location.

Registration and participation are simple.

To learn more about this FREE program, visit www.biofreeze.com or call 1.800.246.3733

See our Build Your Practice brochure for more details.

Follow This Formula for Success:

Choose products you can trust and believe in.

Use Biofreeze Pain Reliever before, during, and/or after treatments.

Teach your clients about the benefits of Biofreeze Pain Reliever and why you are applying it.

Recommend that your clients purchase Biofreeze Pain Reliever products for use at home and on-the-go.

Empower your clients to manage their care outside your clinic.

Build your practice by utilizing our free marketing tools.

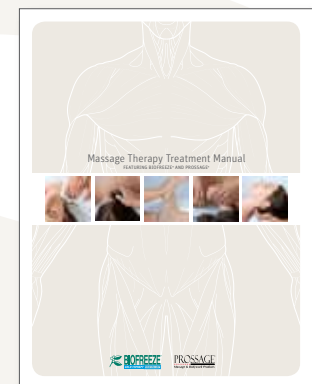
“Where to Buy” service



Patient education video



Massage Therapy Treatment Manual



Selling Products

Therapists Can Achieve Greater Confidence and Results when Retailing Biofreeze Products!

Some Industry Facts:

1. Studies show that 64% of people who purchased spa products did so because they had a good experience with the product during a spa visit or the spa therapist recommended it.
2. Given that therapists establish a connection before and after the treatment, the sell-through becomes a natural progression - part of the service model.
3. Clients who express a sincere interest in the products being used during the service are a signal for multiple services and product sales.
4. The therapist must focus not just on the treatment itself, but on home care too, as part of their service model.
5. A therapist establishes a bond between them self and a client. When handled professionally, retail sales can take your treatments to the next level. The right home care products should be an extension of that same treatment.

Why should someone use Biofreeze Pain Reliever?

The therapist needs to express the additional benefits of Biofreeze products to their client:

1. It is a topical analgesic supplied by professionals that works fast.
2. Is greaseless and has a vanishing scent.
3. Is not sold to retail stores.
4. It can be re-applied up to four (4) times daily to relieve pain.
5. Re-apply over painful areas, especially before working out, engaging in activities or before bedtime.
6. If you have been hurt or have a weak joint, don't wait for the pain to start - use Biofreeze topical analgesic first.
7. Always tell the client where they can buy the product TODAY. Offer samples of the product in the treatment room. Encourage the client to incorporate it into their daily routine when they are in pain.
8. If a client shows interest in the Biofreeze Pain Reliever, give them additional samples to share with family, friends or relatives to use at home. Explain the benefits as above and always tell them where and how to purchase the product.
9. Always explain to the client the home-use product choices - Gel Tube, Gel Tube with Hands-Free Applicator, Roll-on, Spray, Maximum Strength Wipes - and recommend the one that would best suit their needs.

Resources

For more information about massage therapy please refer to these resources...

Biofreeze.....	biofreeze.com
Thera-Band Academy	www.thera-bandacademy.com
Touch Research Institute.....	www6.miami.edu/touch-research
Massage Therapy Foundation	www.massagetherapyfoundation.org
American Massage Therapy Association	www.amtamassage.org
Florida State Massage Therapy Association.....	fsmta.org
Associated Bodywork and Massage Professionals.....	www.abmp.com/home
National Certification Board for Therapeutic Massage Bodywork	www.ncbtmb.org
Massage Magazine.....	www.massagemag.com
Massage Today.....	www.massagetoday.com/mpacms/mt/home.php
Federation of State Massage Therapy Boards.....	fsmtb.org
Massage Therapy Body Of Knowledge	www.mtbok.org
National Institute of Health	www.nih.gov
ISPA Association.....	www.experienceispa.com
Day Spa Association.....	www.dayspaassociation.com

Author Biographies

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Lynda is a licensed massage therapist and facial specialist in the state of Florida. She is the Education director for massage and spa for Performance Health and President of the Solwolfe Resource Group, Inc. Lynda has owned a private massage therapy practice in Merritt Island, Florida since 1994. She was inducted into the Massage Therapy Hall of Fame in 2011.

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Michael McGillicuddy, LMT, NCTMB, CKTI

Michael is the President of USA Pro-Sports, a continuing education company, which conducts workshops throughout the world. He is owner and administrator of the Central Florida School of Massage Therapy in Winter Park, Florida. Michael is a certified Kinesio Taping instructor. He was inducted into the Massage Therapy Hall of Fame in 2011.

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James Waslaski, LMT

James Waslaski is an Author & International Lecturer on Chronic Pain and Sports Injuries. He's developed 7 orthopedic massage and sports injury DVDs and authored manuals on Advanced Orthopedic Massage, Clinical Sports Massage, and Client Self Care. James is currently publishing a book on "Clinical Massage Therapy, A Structured Approach in Pain Management". James received the FSMTA International Achievement Award and was inducted into the Massage Therapy Hall of Fame in 2008.

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